**IT Applications Unit 3, AOS 1, Online Communities**

Complete the following, from Chapter 2, Online Communities, pgs, 44 –

1. Define an online community?

A Online community is best defined as “an online space where groups of people share words and ideas using web-based technology”

**Types of online communities:**

**Social networks and communities**

1. Describe the nature of a social networking site.

A social networking site is a website that encourages members of its online community to share their interests, stories, thoughts, photos and videos with other members while evolving over time as the community alters.

1. List egs. of these sites.

Common examples of social networking sites include Facebook, Google Wave, LinkedIn, Twitter.

1. What is the primary purpose of social networking sites.

The primary purpose of social networking site is for as the name suggests for socialising with it becoming a place where people can share thoughts, ideas and chat about their day to day interactions.

1. Is there governance over these sites and do they add “new” content to the internet?

There is no real governance over what they post into these communities; however, most have acceptable – use policies that discourage the posting of illegal content or carrying out actions of bullying.

Personal Profile Sites

1. Describe the nature of personal profile sites.

A profile pages idea is to create a page that lists their friends and information about themselves. This may be done by walls, information, photos and videos.

1. As a social networking tool what does facebook enable users to do?

Facebook enables users to share information, photos and videos on the site with other people through ‘likes’.

1. What type of tool is twitter?

Twitter is a micro – blogging (small/limited) tool that broadcasts up to 140 characters – worth of observation, thoughts or links to information.

1. What has been the strengths & weaknesses of twitter?

The strengths of twitter originate from its uses for large events such as elections and natural disasters, as users can get information out to the world more quickly than by traditional media. And the weaknesses of it is that there is no moderation and the environment is social, most Twitter posts have been labelled as ‘pointless babble’. Businesses have seen the potential to access thousands of eyes board the Twitter phenomenon, using the medium to market their wares and guide customers to their online shops

1. What do social networking tools, such as Flicker and YouTube allow users to do?

Social networking tools allow users to share and watch videos and other media types on the site.

Issue:

1. How do social networking sites pose a legal and ethical minefield for employers?

Social networking sites pose a legal and ethical minefield for employers as it is a distinct issue what their workers can talk about and what an employer can do to determine what has occurred.

**Professional or work-based communities, p 49**

1. Describe the characteristics of professional or work-based communities.

Professional communities generally have a very clear charter. Websites, discussion areas and mailing lists are set up with a clear purpose and often the community has rules on what and how information can be shared.

1. How does membership differ in these communities to social networking sites?

Memberships to these communities are often closed, as the site is either owned by a professional association or a workplace. Usernames in these communities tend to reflect the real name of the person behind the account, as often members are looking to build up their professional standing by contributing to discussion.

1. How does the content differ from social networking sites?

The professional working network contented more knowledge bank of the community by rewarding users who post regularly with a link to the poster’s online shop from the home page of the Dust Team website.

**Project and interest based communities**

1. List the characteristics of these communities.

* Are open to the public
* Have free membership
* Encourage the exchange of the ideas

1. List an eg. of an interest based community.

Handmade Help blog, Morris Minor UK.

1. Visit the project based community, <http://handmadehelpsout.blogspot.com/> as an eg. of one of these sites.